TV MATTERS

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https://insights.viacom.com

viacom

180+
COUNTRIES

250+
NETWORKS

40+
LANGUAGES

Research today is an inspiration.
It's where we begin.

It informs our strategies. It informs both business and creative.
It shapes our brands.

It inspires our content and our marketing.

ROBERT M. BAKISH, PRESIDENT AND CEO, VIACOM



We Continue to Invest in "**Knowing Them**"



EVERYWHERE:

- Last year Viacom spoke to almost **1.5 million kids, teens, young adults, adults and families** covering **83 countries** from Sweden to South Africa and Argentina to Australia

EVERY WHICH WAY:

- Online & in-person surveys, focus groups, & workshops, panels, A/B tests, dial tests, in-home immersions, play dates, online communities, expert & artist interviews, semiotics, research safaris, fMRI's, neuroscience, biometrics and facial coding

Never Stop Knowing - Every Audience

Cross-demographics 6-54



Pre-schoolers 2-5



Kids 6-11



Teens 12-17



Young Adults 16-24



Adults 25+



Parents



- Little Big Kids & Their Toys
- Youth: The Bigger Picture
- Today's Social Universe
- TV Re[defined]
- Comedy Across Borders

- TV Matters
- LGBTI Social Acceptance Study
- My Digital Life
- Connected Kids
- F*** Boring, Ignite Passion

- Story of Me: Global Edition
- The Power of Laughter
- Youth Communication Strategies
- Family Recalibration


- Movie Moments
- Kid Power
- Fan Theory
- 2020 Vision
- TV S.M.A.R.T.

So We Know the Audience…

Let’s Talk About Television!



News headlines continue to declare the death of TV … and TV Advertising



This isn't the first time new technology has impacted the entertainment industry…

In 1982, VCRs were perceived as a threat…

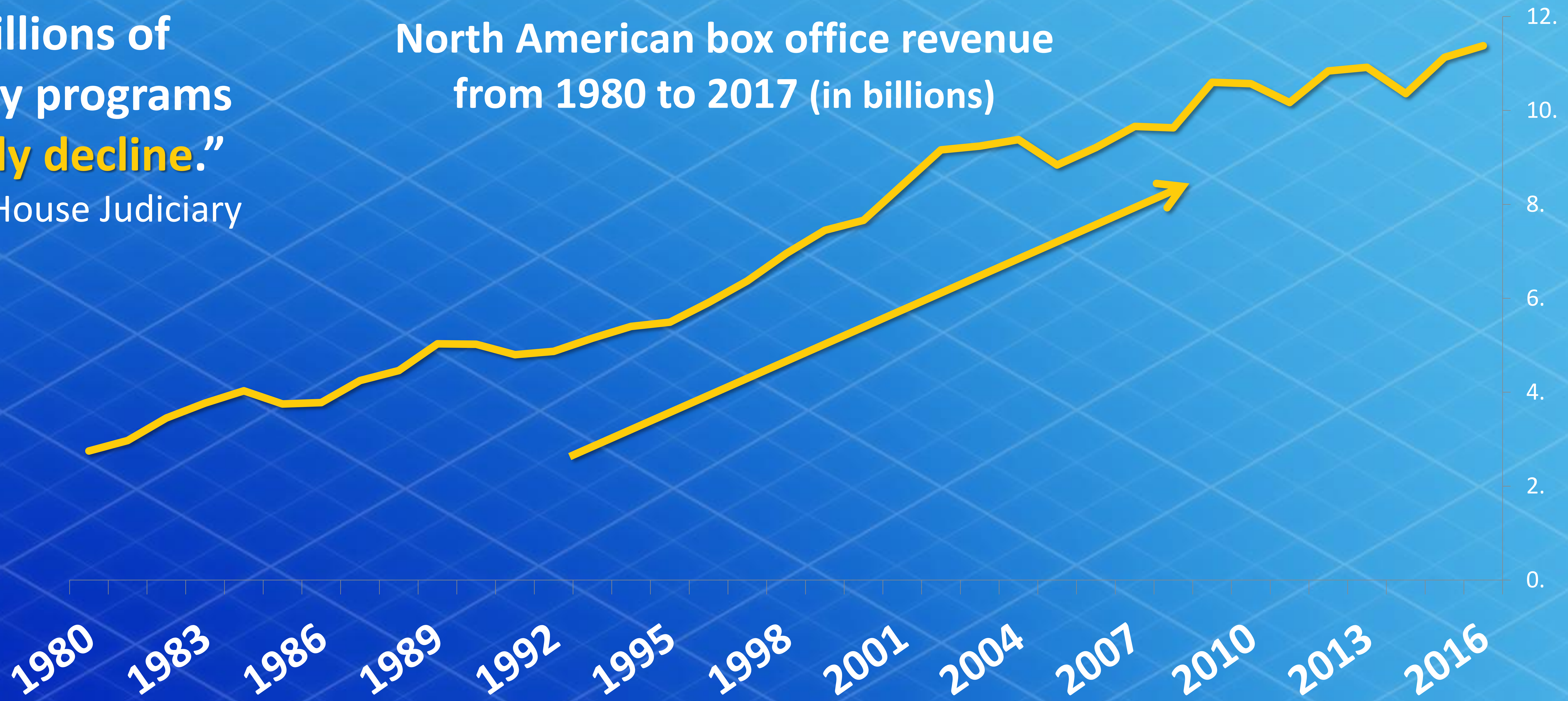
"The investment of hundreds of millions of dollars each year to produce quality programs to theaters and television will surely decline."
MPAA head Jack Valenti, testifying before a House Judiciary Subcommittee



VHS 1980s

Source: Box Office Mojo

yet box office revenue continued to climb





I don’t watch TV…

…and neither do my kids!

Just because you, a media/advertising professional, possess these behaviors does that mean everyone else in this country does too?

TV Nation / Ad Nation: attitudes, behaviours and motivations

AdNation: Normal Aussies like TV

Two Nations and Their Perceptions of Media Habits

Gens de com' / Gens normaux

Do We Have Consensus? – How the Ad Community's Behaviors Became America's "Norms"

NO!

WE, the Media Professionals:

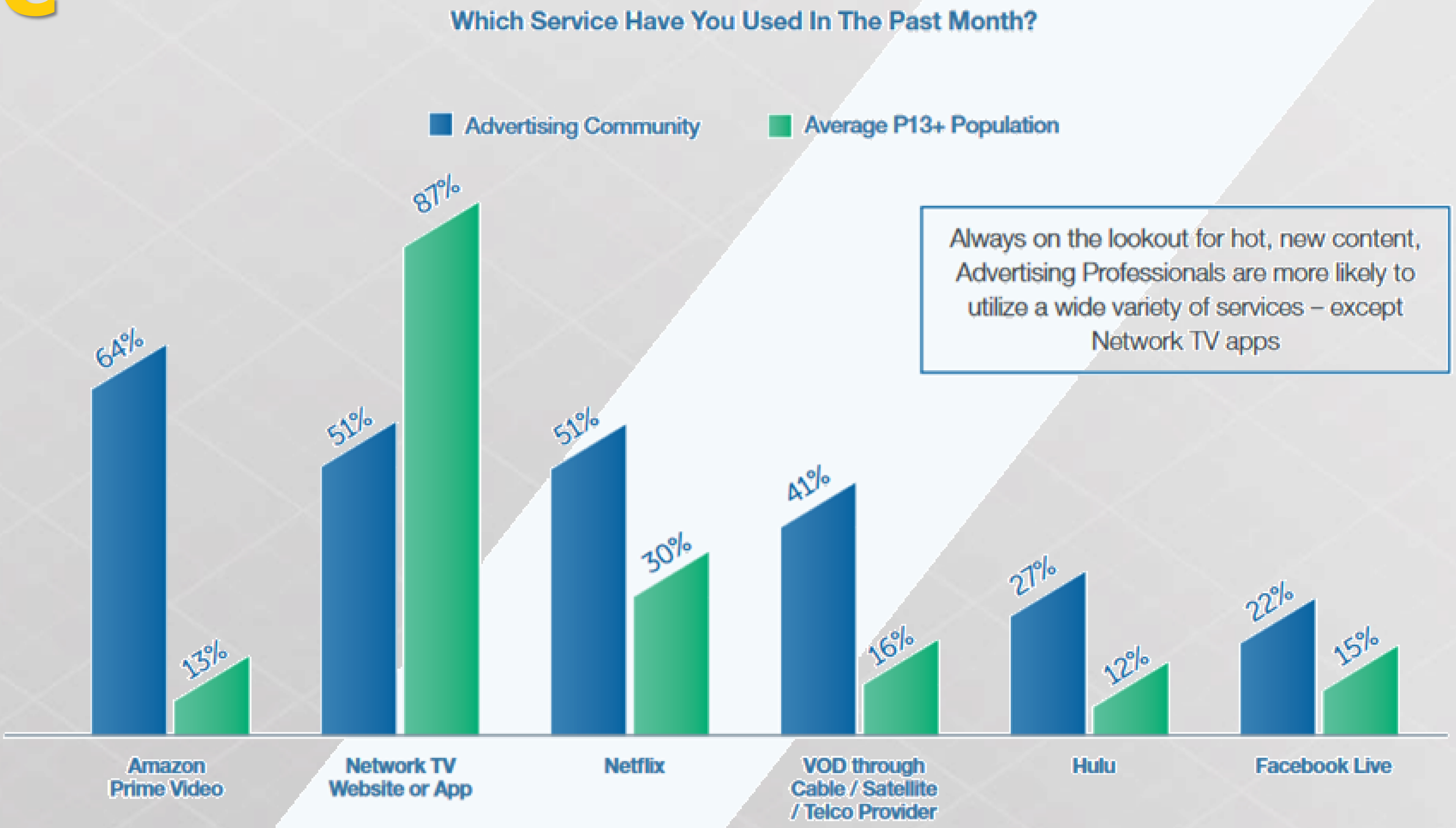
- Primarily Live In **Urban** Areas,
- Skew Male And **Younger**, And
- Are More **Affluent** Than The Average Population.

WE are also:

- Career-Driven **Workaholics**,
- More **Stressed** Than The Average Population,
- Always **Connected** And, Yes,
- More Likely To Be **Early Adopter** Gadget Gurus.

Source: VAB

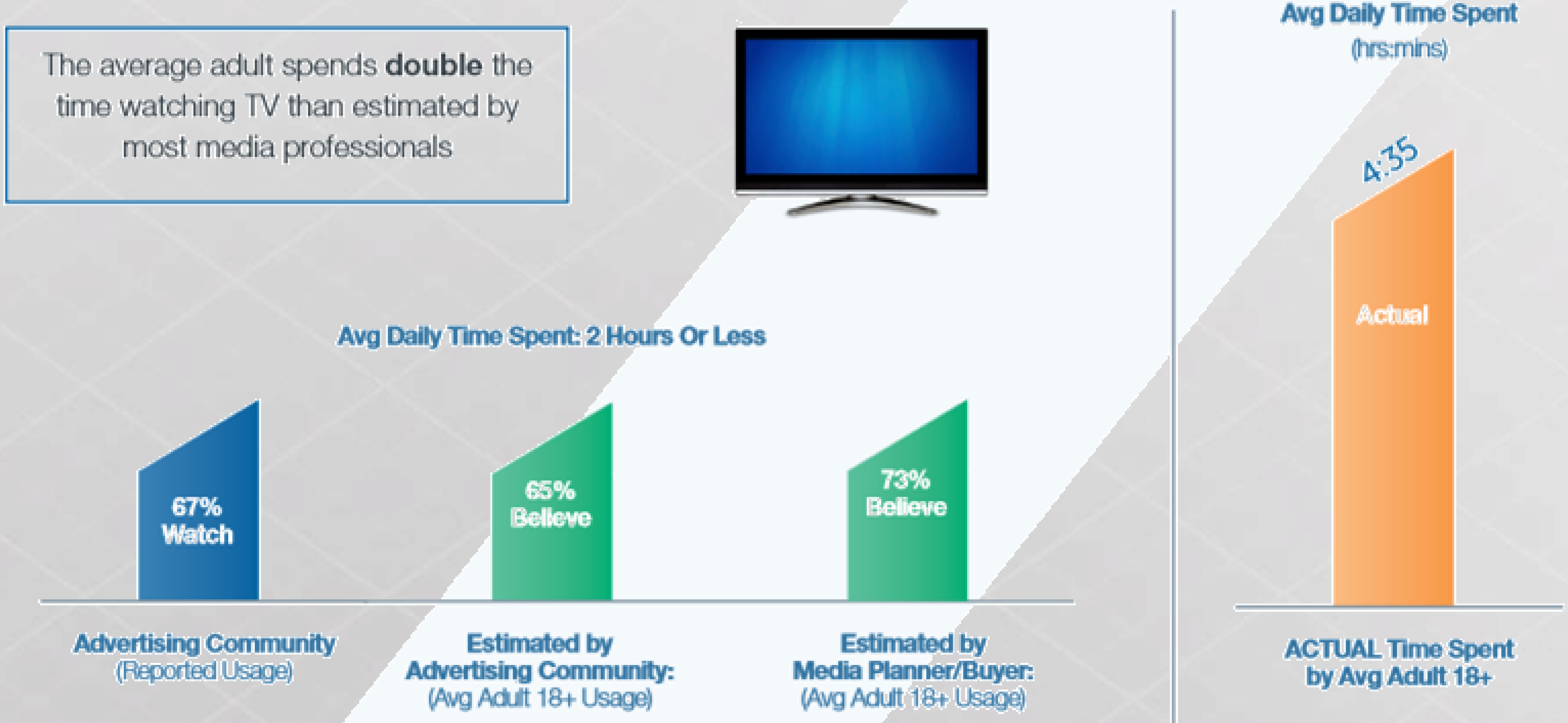
We Are Content Thirsty And Platform Agnostic



Source: VAB / Research Now "Advertising Community" Survey, February 2017. Q17: Which of the following services have you used in the past month? Respondents – 254. "Average P13+ population" data based on GfK Comparing Streaming Services 2016 study, U.S., P13-64; "network TV website or app" based on comScore MediaMetrix Multiplatform data, January 2017. Facebook Live is based on VAB analysis of eMarketer November 2016 data and projected to the U.S. population.

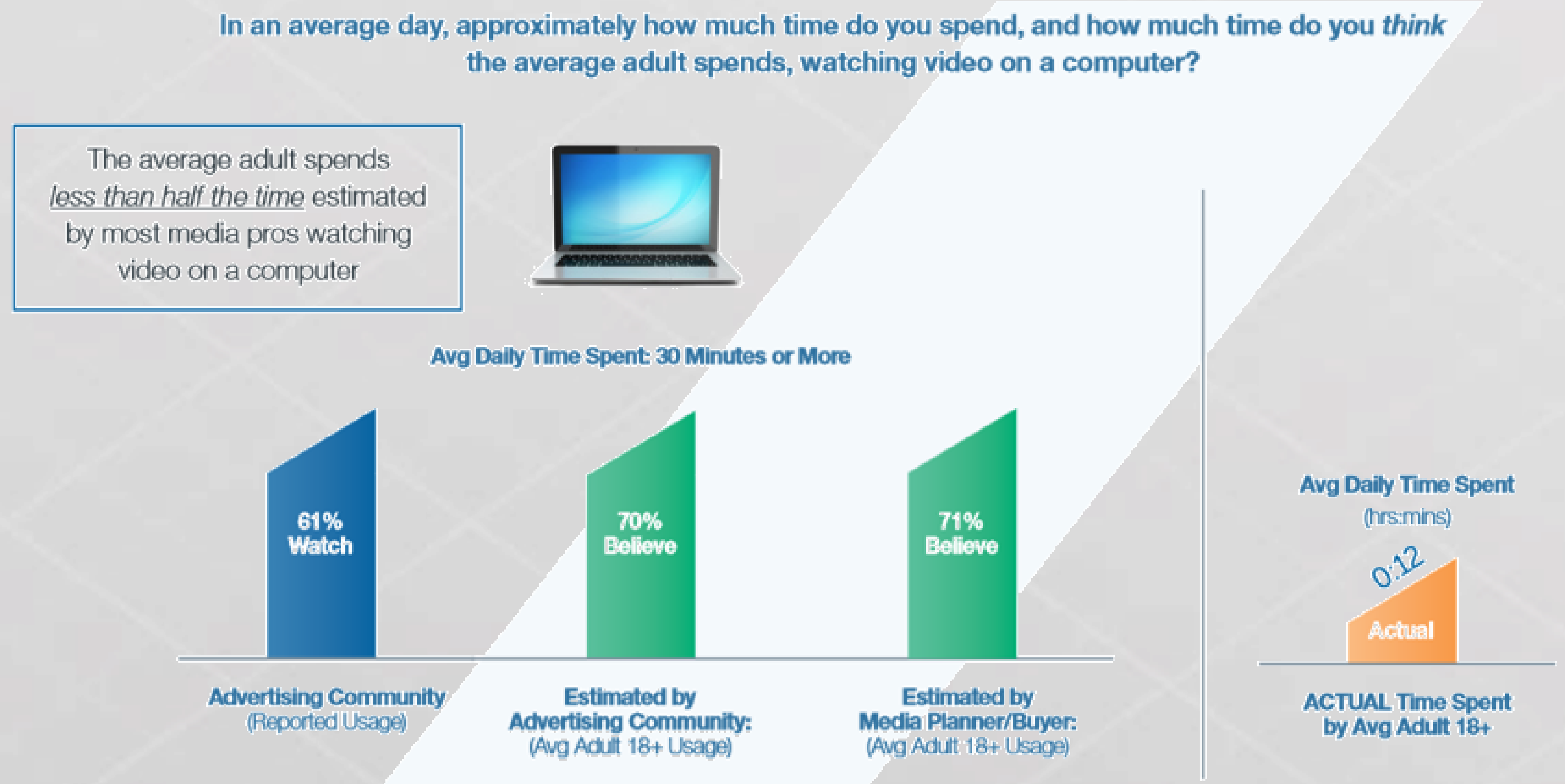
We Vastly Under-Estimate How Much Time Is Spent With TV By The Average Adult

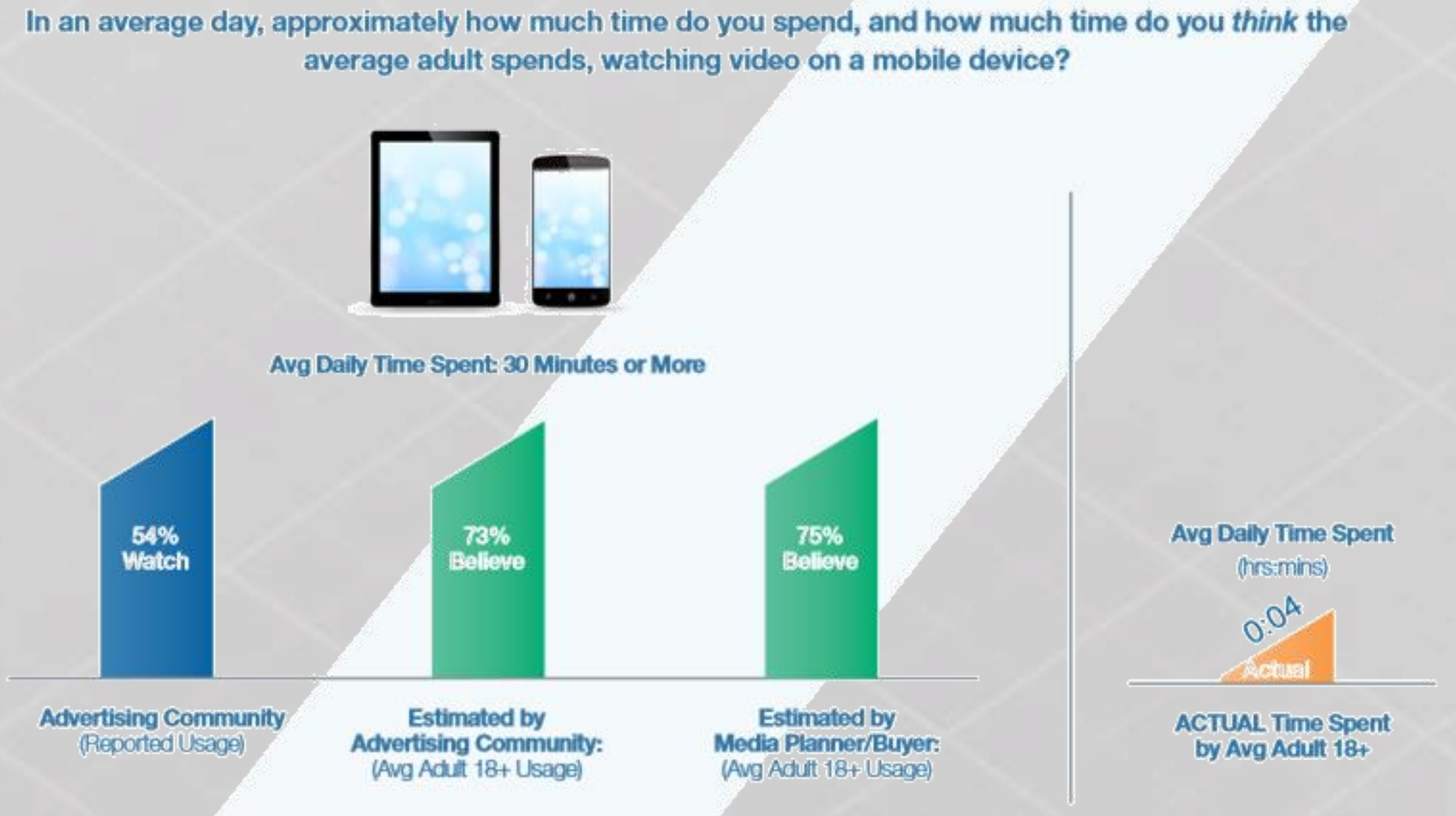
In an average day, approximately how much time do you spend, and how much time do you think the average adult spends, watching TV on a TV set?

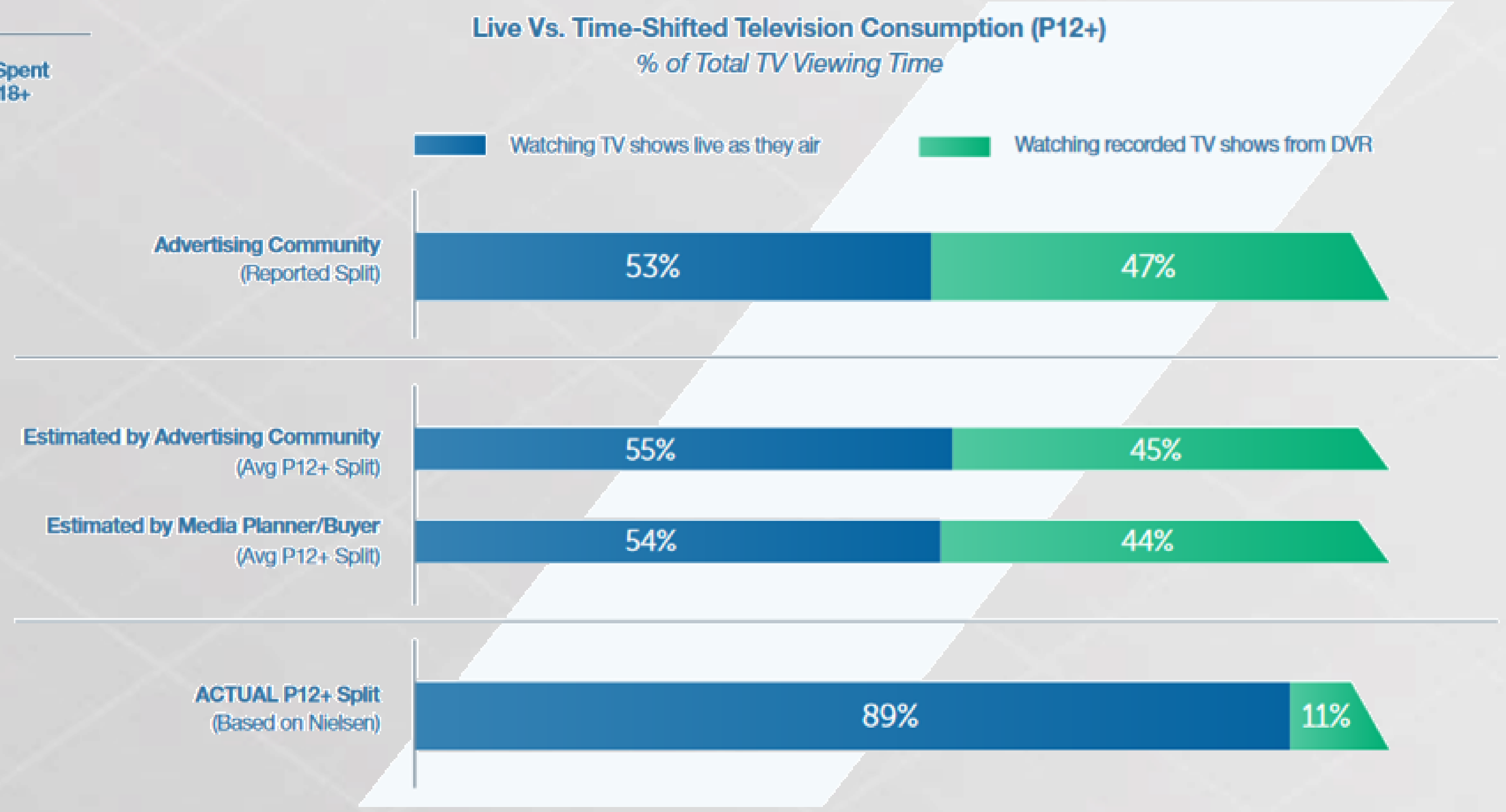


Source: VAB / Research Now "Advertising Community" Custom Survey, February 2017. Q19: In an average day, approximately how much time do you spend watching TV on a TV set (live, recorded / from a DVR or VOD)? & Q20: In an average day, how much time do you think the American public (P18+) spends watching TV on A TV set. Total Respondents = 254; Media Planner/Buyer Respondents = 188. Data doesn't include those respondents who answered -"don't know." "Average A18+ Population" data based on VAB analysis of on Nielsen Comparable Metrics Report, Q3'16, and reflects an average week between June 27th, 2016 – September 25, 2016 for total population.

And Vastly Over-Estimate Computer, Mobile and Time-Shifting







Source: VAB

We are NOT Normal

We are NOT the Customer

We are a (strange) Sample of 1

So, What Does The Consumer Think?

1. How do audiences **view the television landscape**
2. Gain a deeper understanding of the **continued value and power of TV**



We spoke to people all over the world



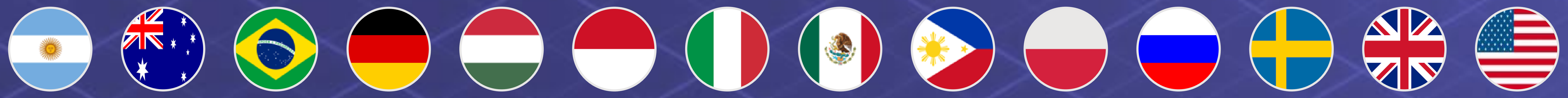
Online survey:

14 COUNTRIES

6-44 YEAR OLDS

15,600 PEOPLE

700 VIDEO VIEWING SOURCES

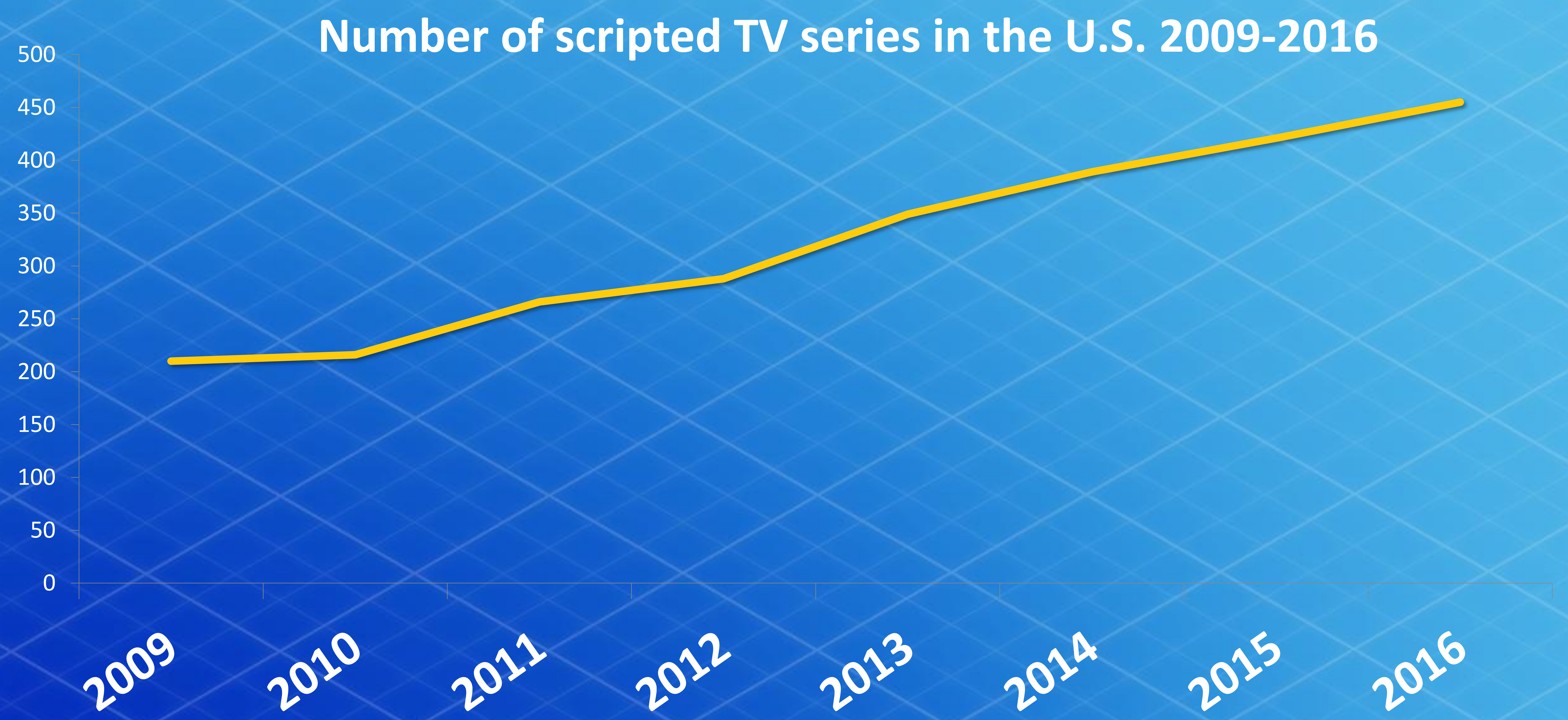


Argentina, Australia, Brazil, Germany, Hungary, Indonesia, Italy, Mexico, Philippines, Poland, Russia, Sweden, UK, USA

Television is experiencing a boom

"This is Peak TV. Not since the early 1980s — when cable became a serious challenger to the Big Three broadcasters — has the **television industry experienced such rapid growth.**"

- Vulture, The Business of Too Much TV



Various sources (FX Networks); Wall Street Journal; Nielsen; Wikipedia

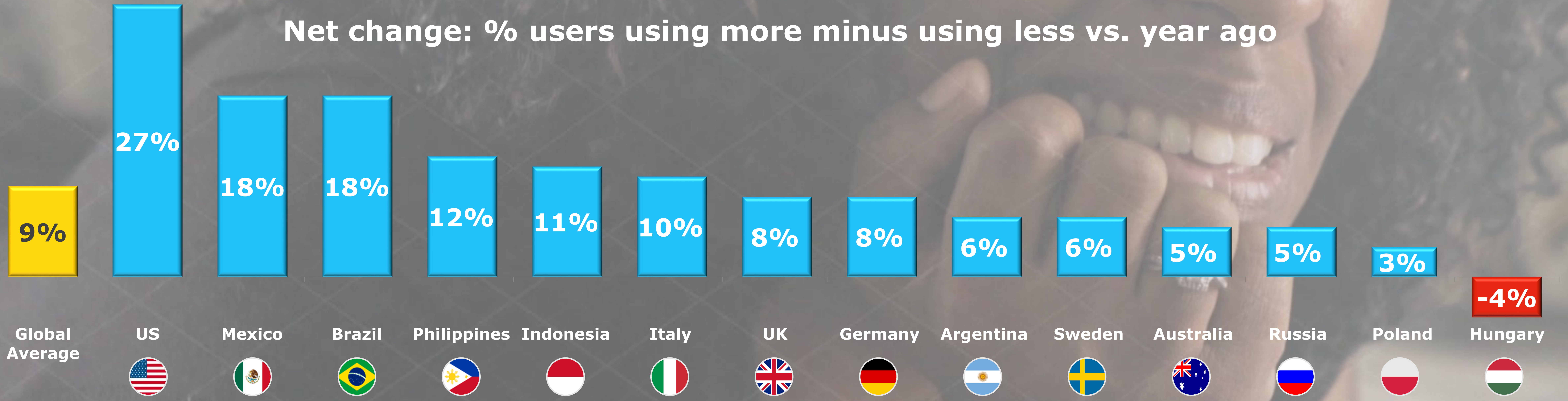
Television is experiencing a boom and audiences around the world are benefiting

67%
TV is an important source of entertainment in my life

70%
I know where to find TV shows I want to watch

56%
Too many great TV shows to keep up with!

Viewers feel they are watching *more* content than last year



S6b And would you say you are spending more, less or the same number of hours a day watching TV shows or videos as you were a year ago? Base: All respondents 6-44 (n=15602)

When it comes to viewing content, the larger screens continues to win

Preferred screen on which to watch content



70%
TV Screen

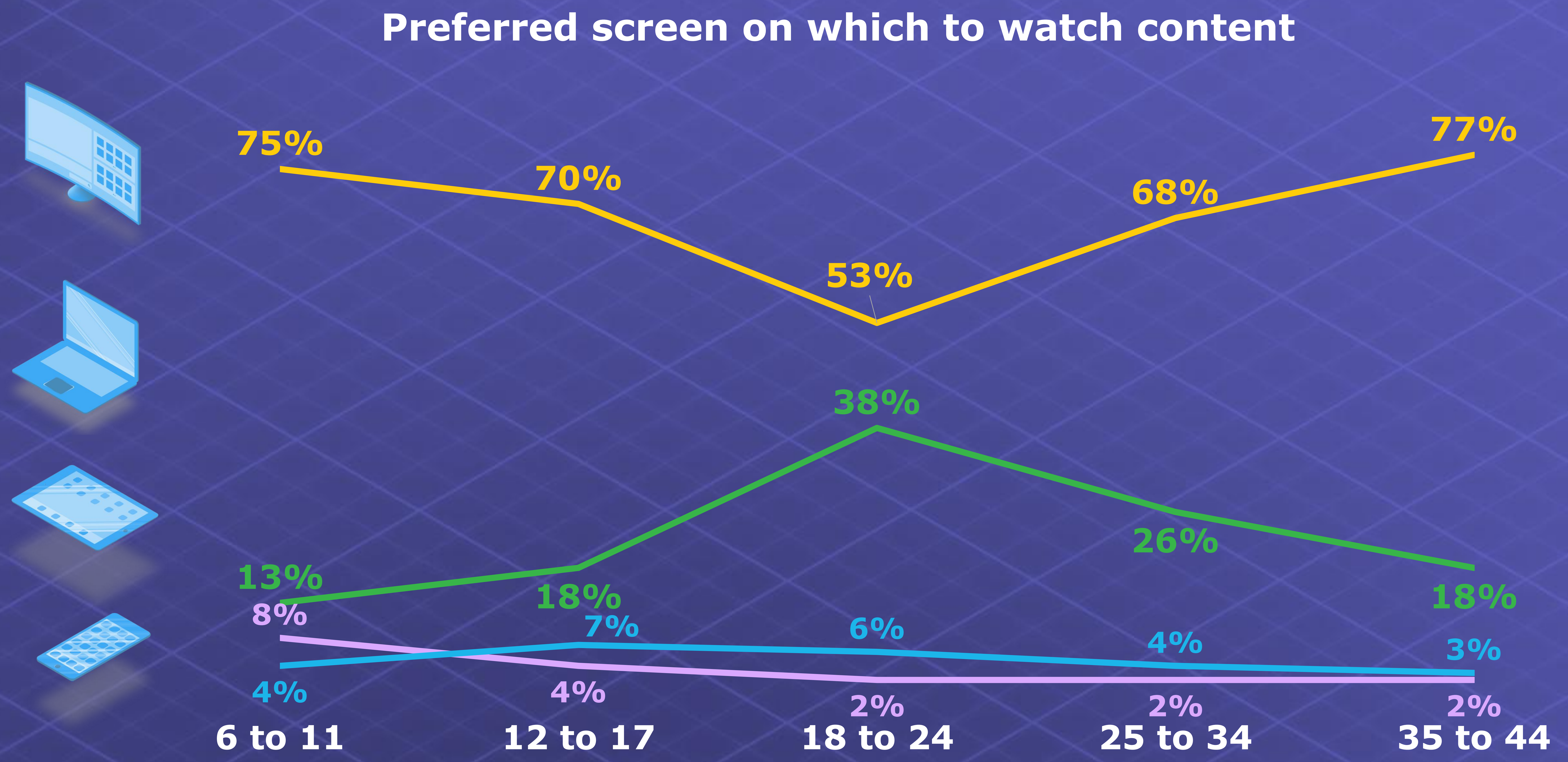
22%
Laptop/Desktop

4%
Tablet

4%
Smartphone

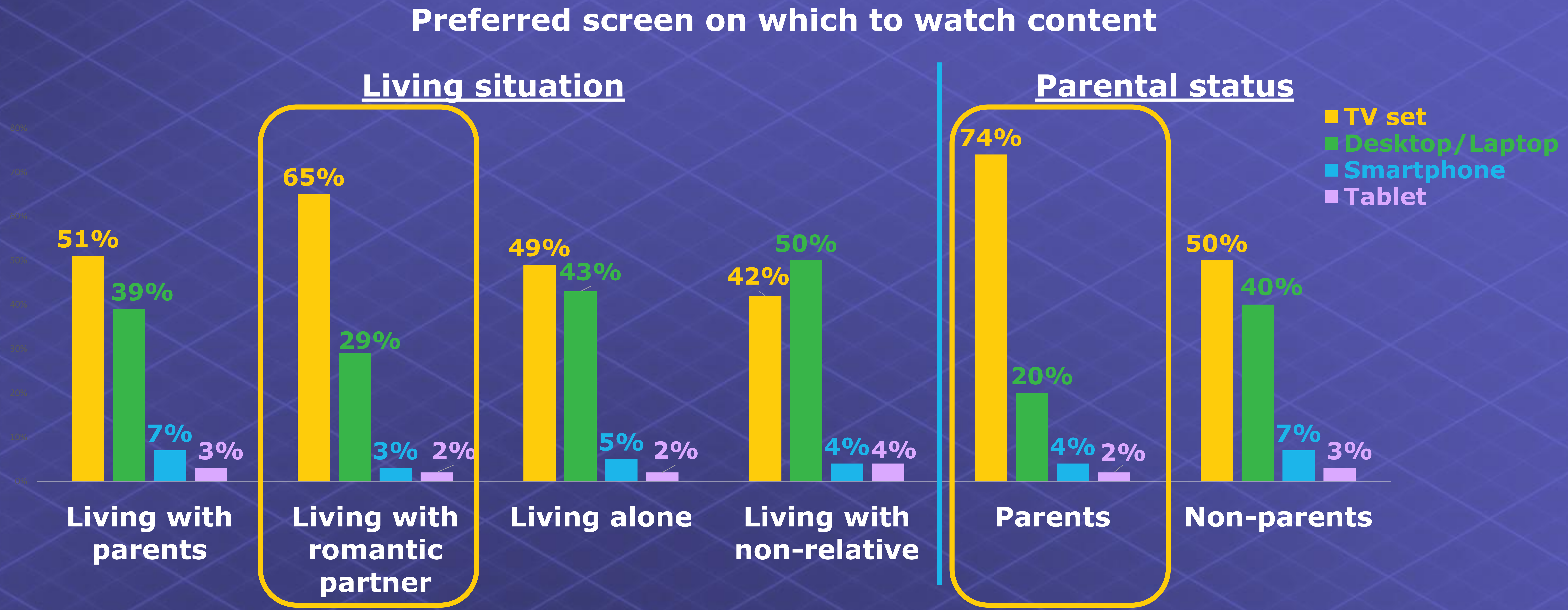
C10.: You told us you use the following devices to watch TV shows or videos. Please can you select the one device that you most prefer to use in general to watch TV shows or videos on. Base: Respondents aged 6-44 (n=15602)

But there is a dip for 18-24s where laptop/desktop becomes more important



C10.: You told us you use the following devices to watch TV shows or videos. Please can you select the one device that you most prefer to use in general to watch TV shows or videos on. Base: Respondents aged 6-44 (n=15602)

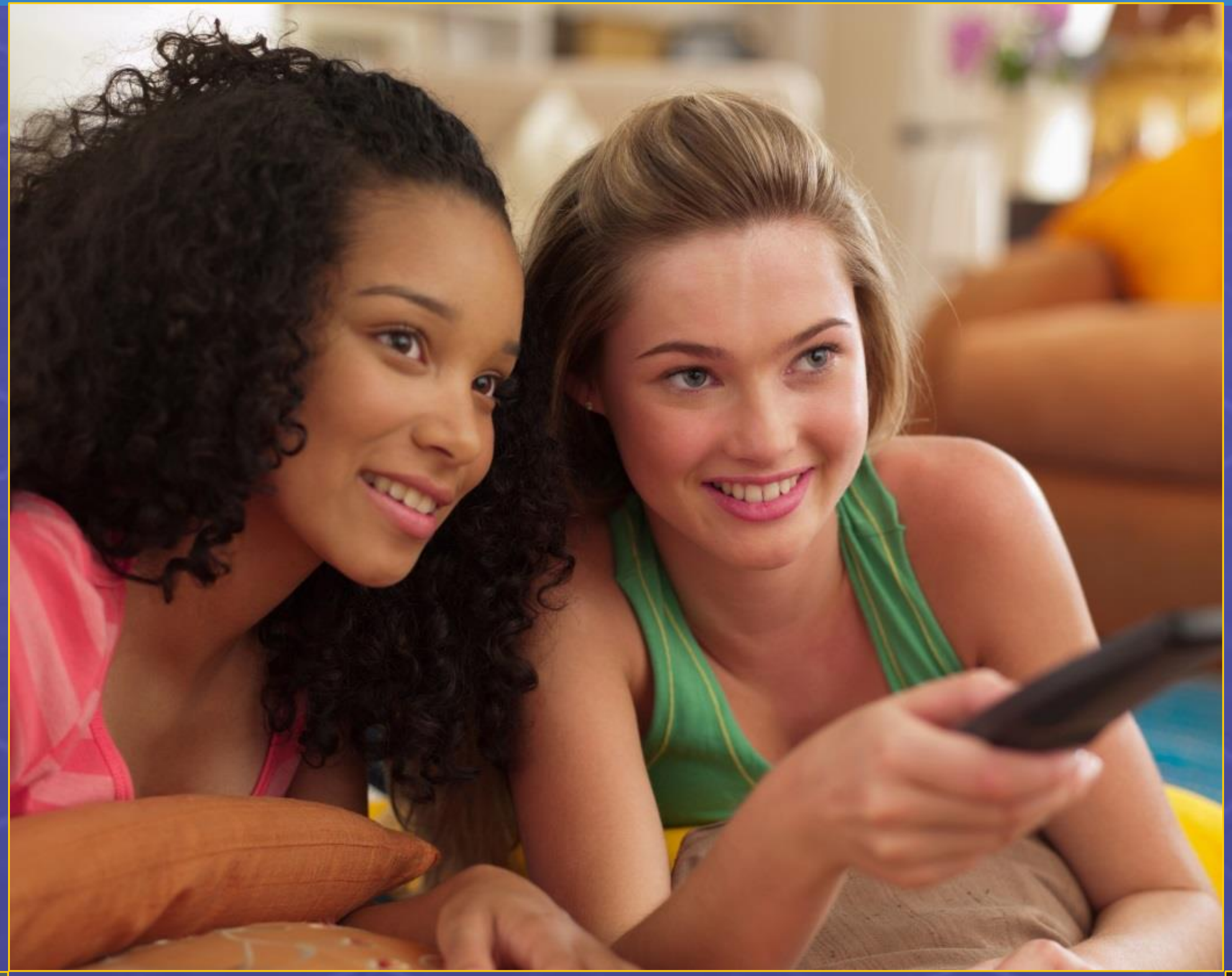
Taking a closer look at 18-24s, living situation has a significant impact on screen choice



C10.: You told us you use the following devices to watch TV shows or videos. Please can you select the one device that you most prefer to use in general to watch TV shows or videos on. Base: Respondents aged 6-44 (n=15602)

Background on each life stage

KIDS 6-11
- Supported By Family
- Tight Restrictions



18-24
- Time Of Transition
- Reprioritizing Time
- $ Poor
- Price Sensitive





TEENS 12-17
- Supported By Family
- Increasing Independence



25+
- More Established (often w/ kids)
- More Reliable Income
- Time Poor

Content plays an *even greater* role in the lives of kids & teens

"TV is an important source of my entertainment"

74% of 6-17s

63% of 18-44s

"TV part of my daily routine"

75% of 6-17s

63% of 18-44s

"Important to watch new episodes of my favorite shows when first shown"

64% of 6-17s

51% of 18-44s

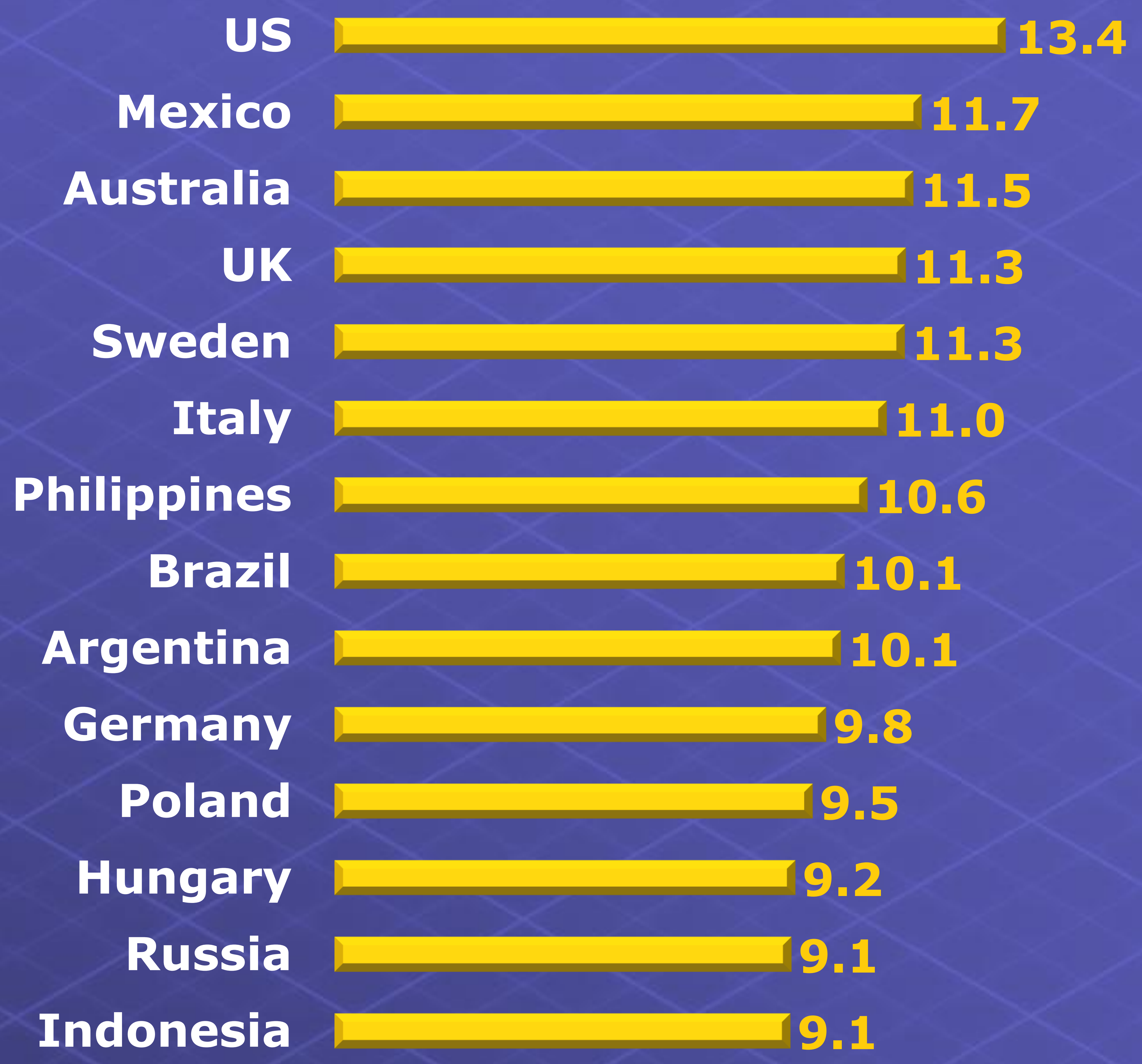
% agreeing

B1. To what extent do you agree or disagree with the following statements about TV? Base: All respondents with TV 6-17 VS. 18-44, aged 6-44 (n=14613), percentage points difference (for both 64% 6-17s vs 75% 18-44)



Growing number of devices on which to access content

On average, people access **10.5** devices in the home (teens highest at **13.0**)



Average number of each type of device in household

S5c. What is the total number of each of the following devices in your household? Base: All respondents aged 6-44 (n=15602)

Simply Put:

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TV is the prime real estate for advertising overall and video advertising in particular!

- Brand building
- High quality programming
- Full Screen
- Sound on
- Shared viewing
- Viewed by humans
- High completion rates
- Robust measurement

… And TV Is Brand Safe!

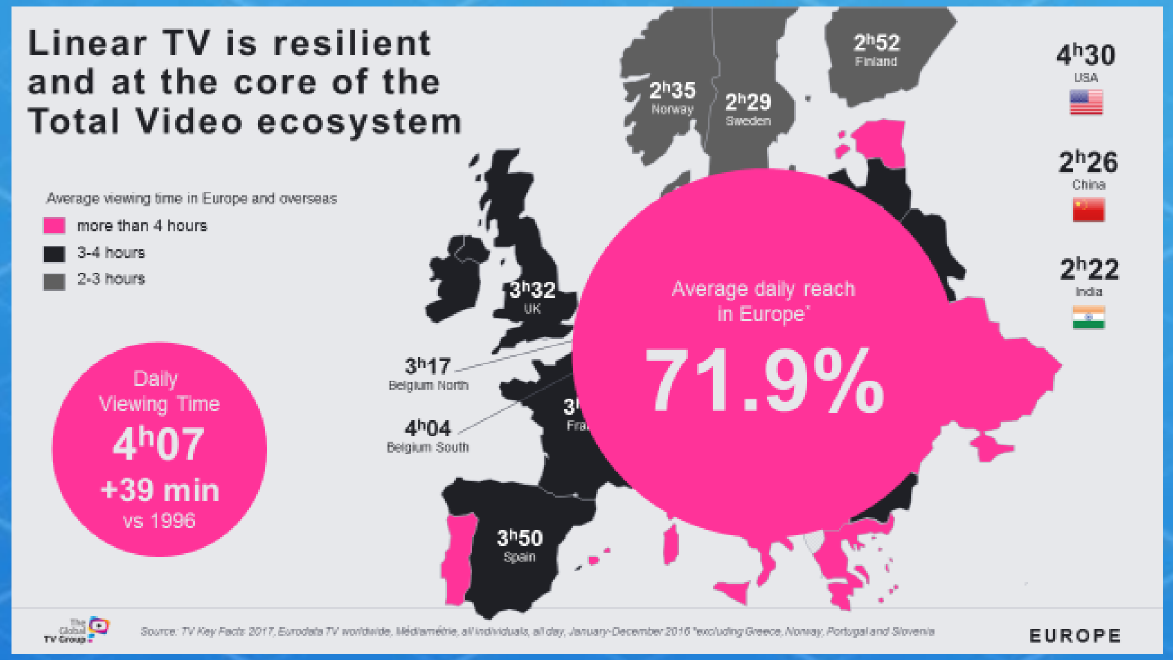
- Whitelisted
- 100% transparency
- Highest rate of viewers' trust
- Regulations
- Measurement

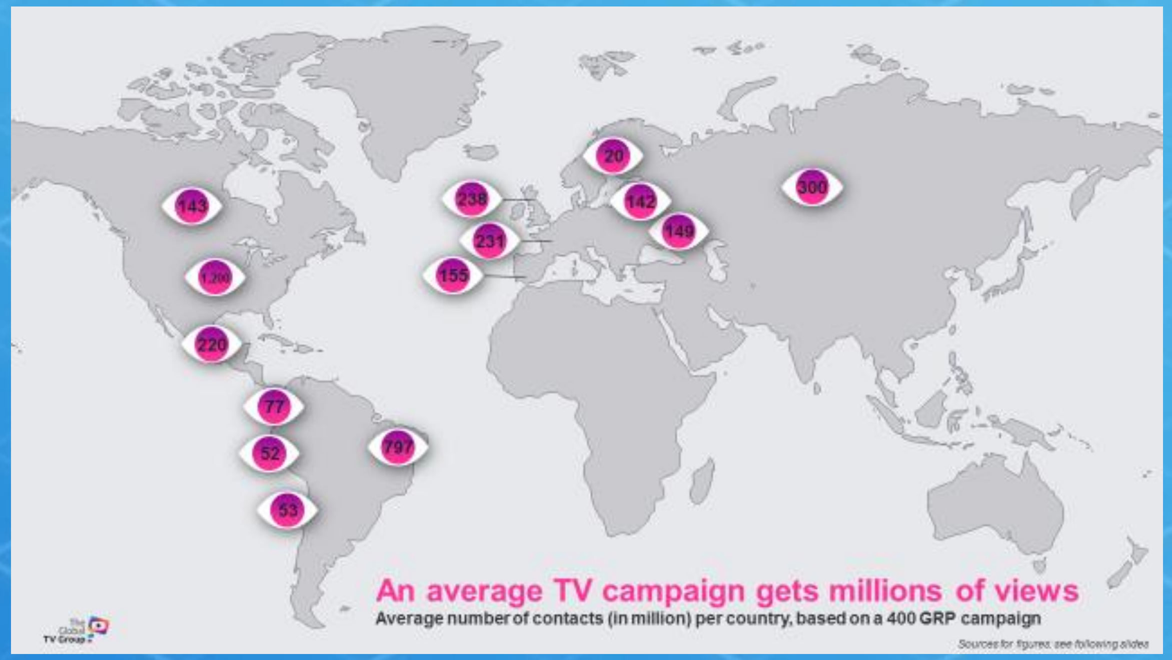
Proof of TV's Power and Popularity

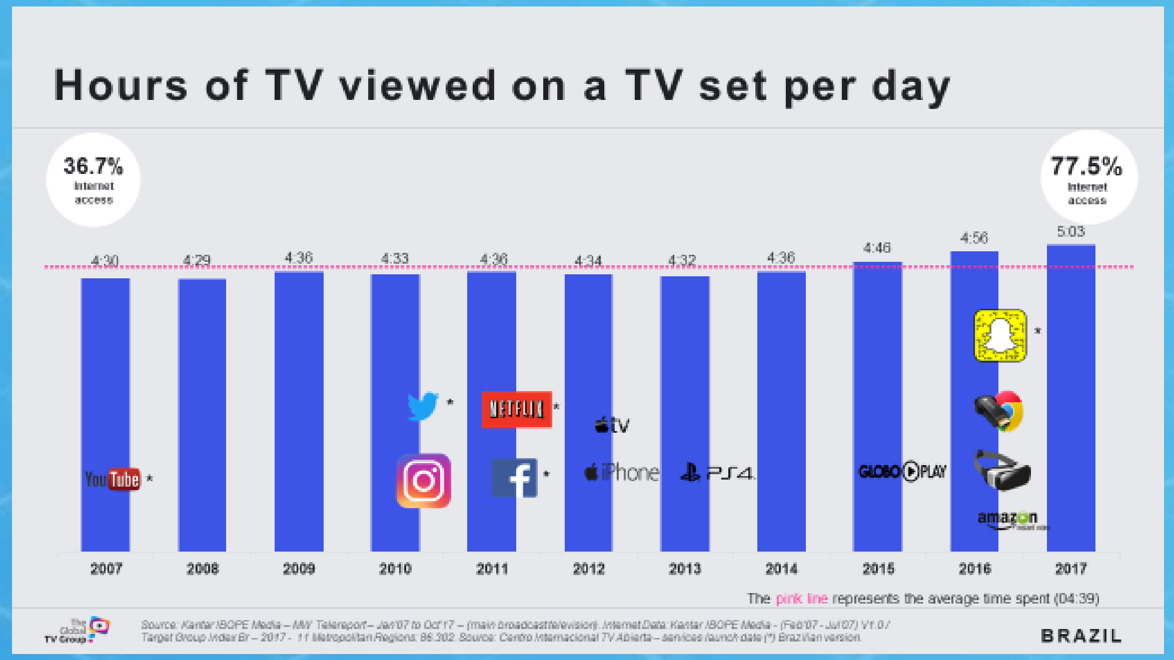
- **Reach**
  Unbeatable scale and reach
- **Resilience**
  TV viewing is steady throughout a decade of innovation and different stages of life
- **Popularity**
  TV has by far the biggest share of attention
- **Impact**
  TV is the most trusted and impactful form of advertising
- **Effectiveness**
  Advertisers invest in TV advertising because it pays back
- **Complementarity**
  TV makes all other media more effective

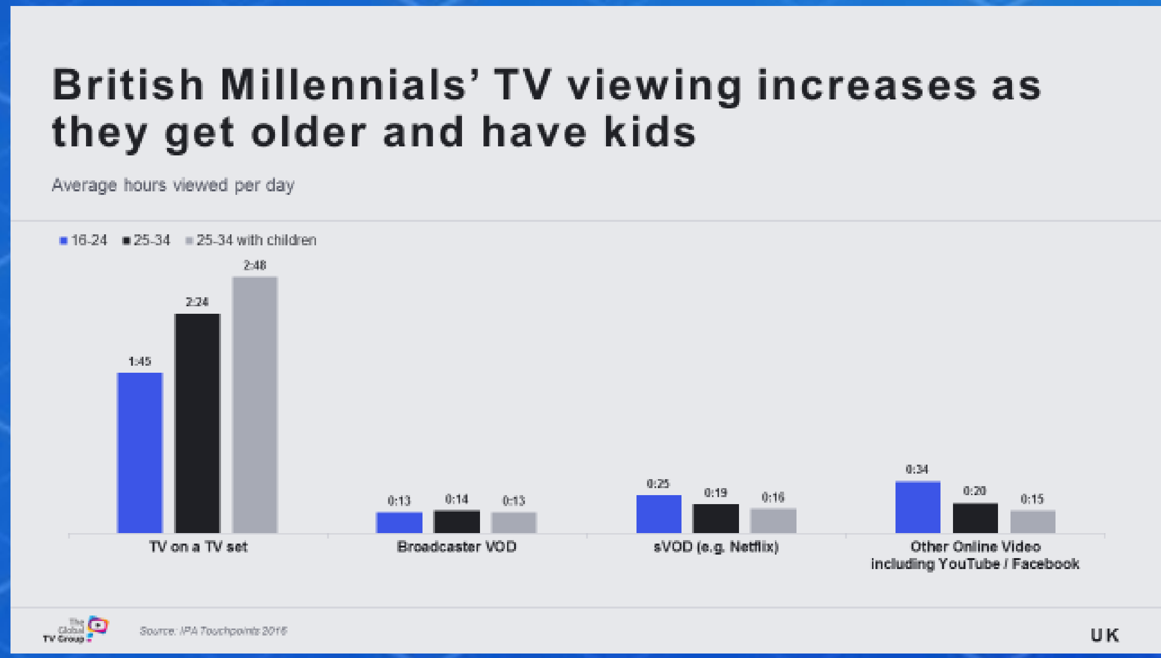
There's Data/Measurement For All Of This!

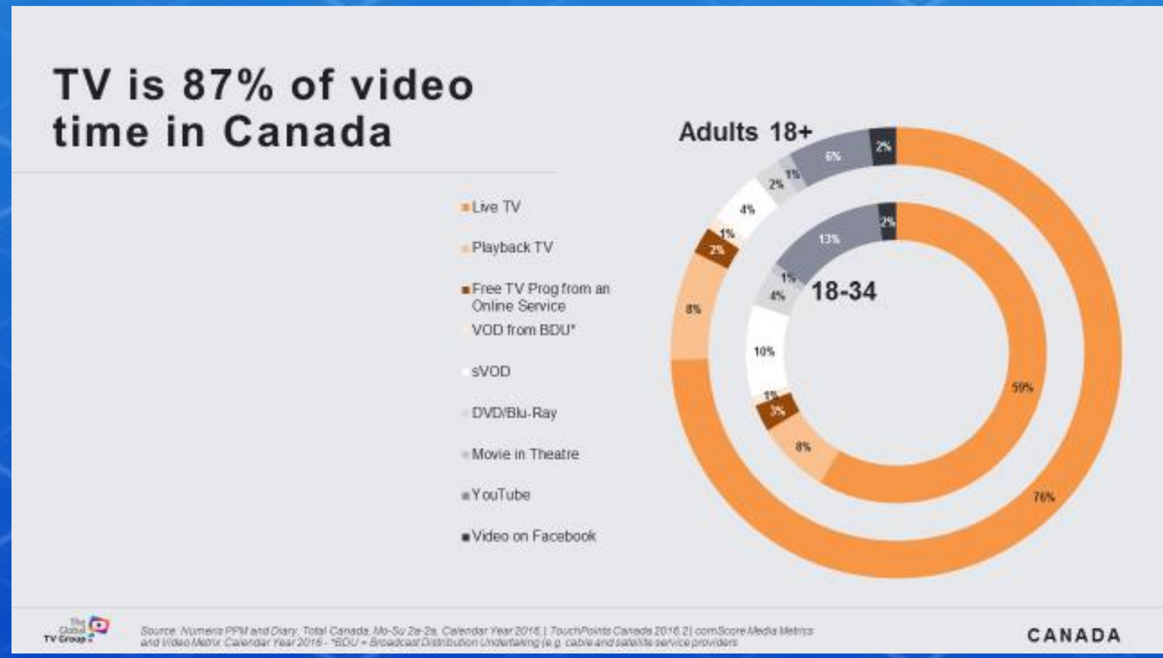


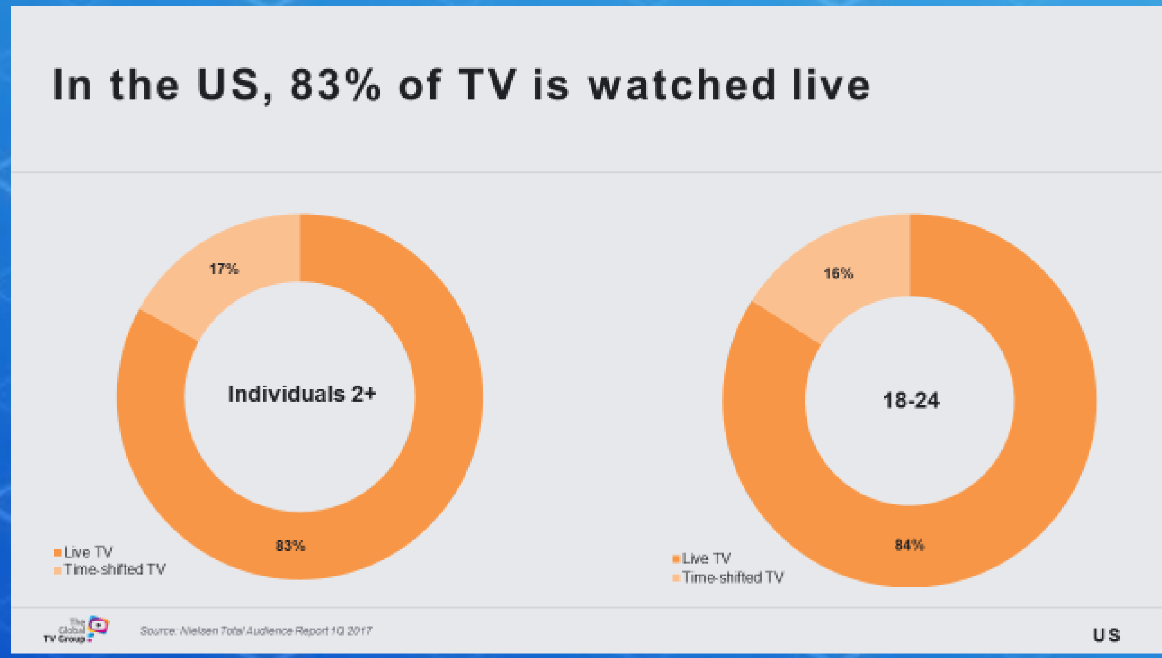


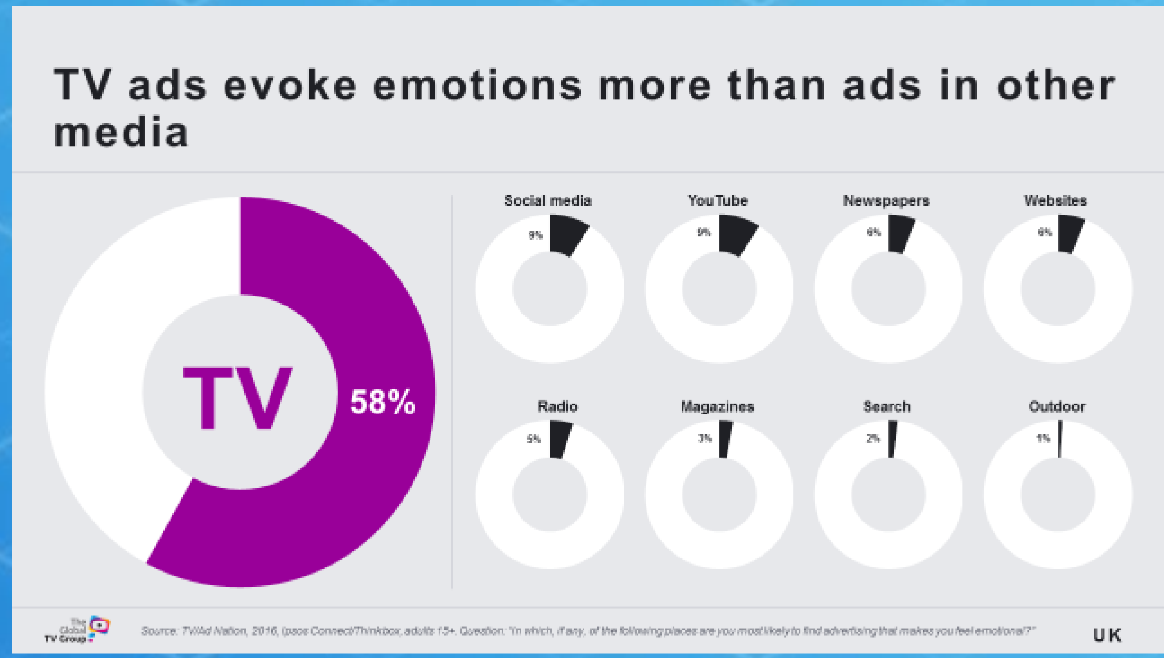


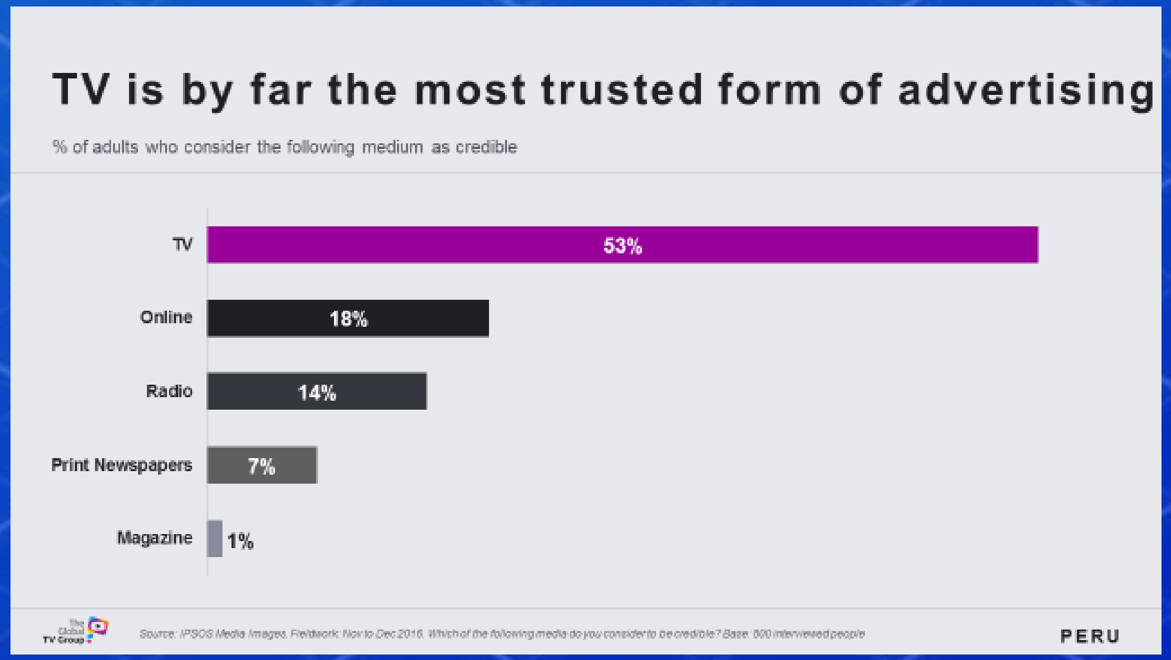


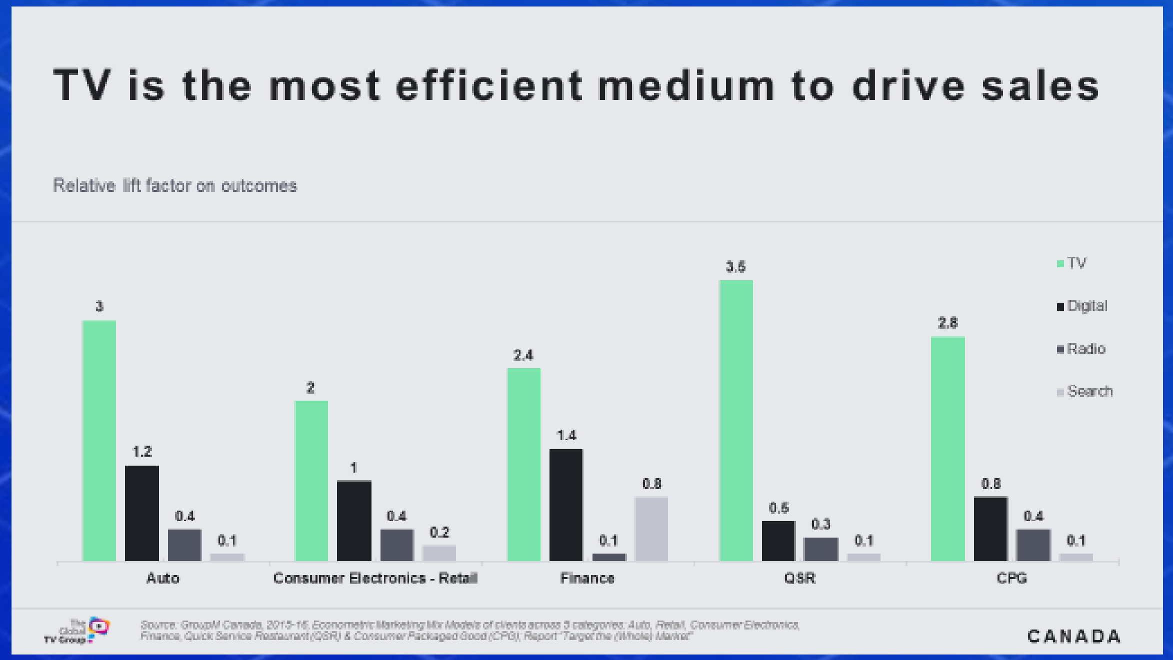


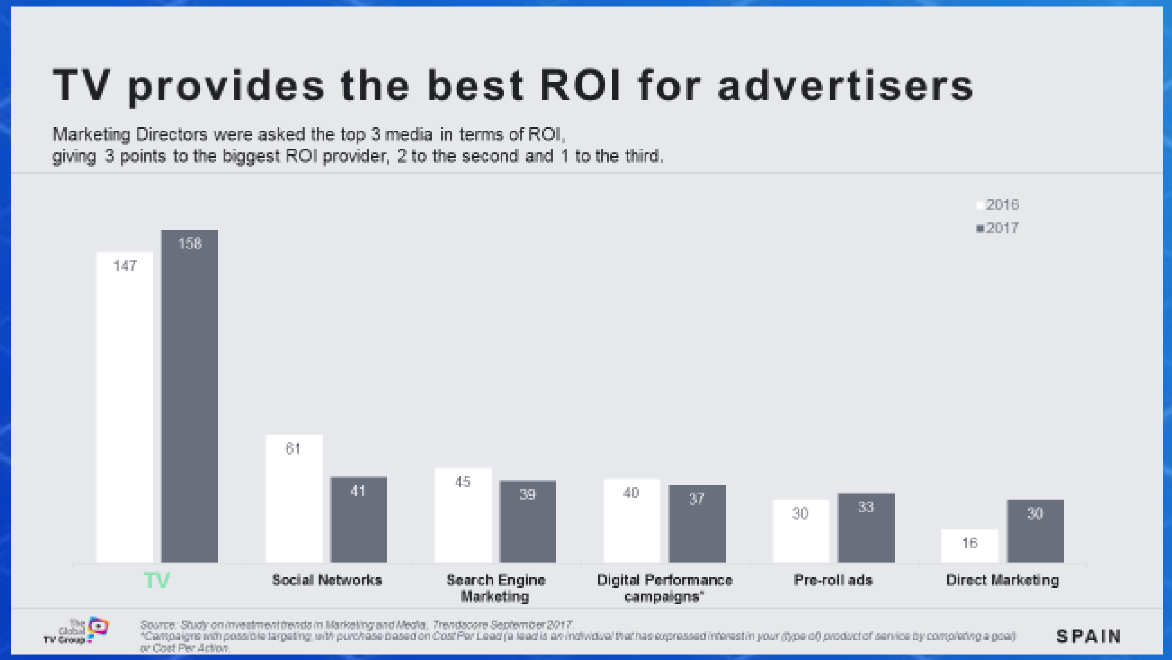


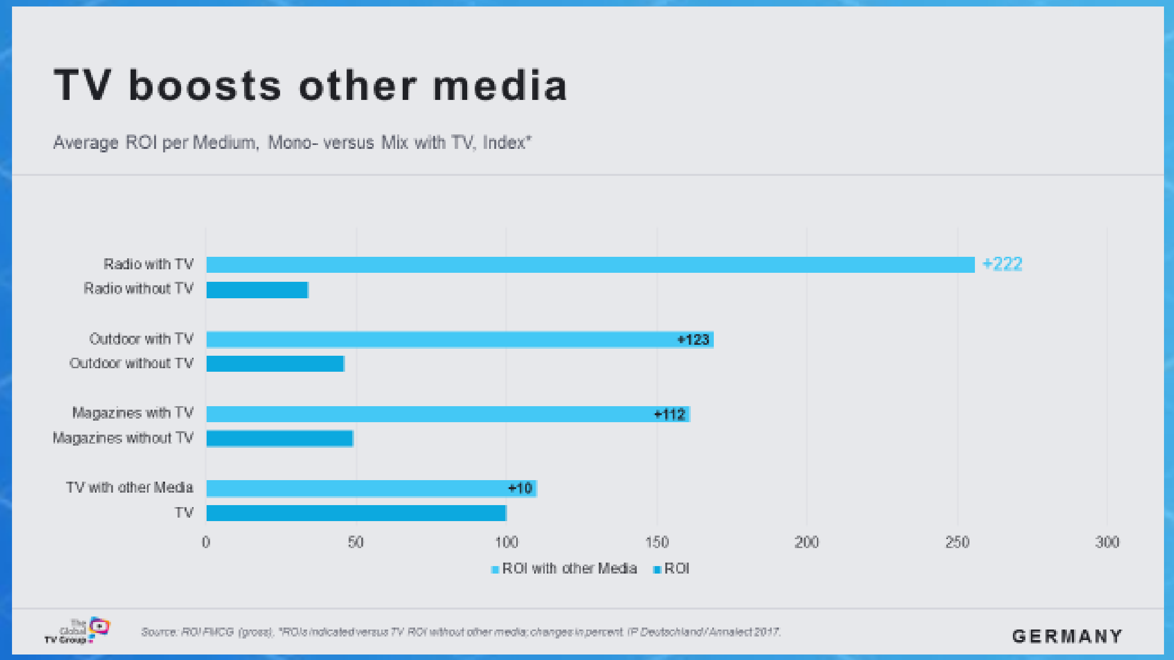












The Global TV Deck:

http://bit.ly/Global_TV_Deck

In Conclusion:

- TV is not dead and it's not dying, in fact it **is booming**
- Media/Marketing professionals are **not normal**
- Audiences benefit and **consume more TV overall**
- The **Hierarchy of Screens** remains in tact
- Lifestage and living situation drive behavior, **NOT Generation**
- **TV Advertising works** and is accountable
- TV = **Reach**, **Emotion** & **Trust**

TV MATTERS

Thank You, Merci, Gracias, Danke, Grazie, Obrigado, Спасибо, köszönöm, Salamat, Dziękuję Ci, Tack